**April 27, 2016**

**CITY OF WICHITA, KANSAS**

**REQUEST FOR PROPOSAL NUMBER FP640018**

**ADDENDUM # 1**

**CITY MANAGER'S OFFICE/ARTS & CULTURAL DIVISION**

**Software for Wichita TIX**

**DUE DATE: THURSDAY, JUNE 9, 2016 AT 3:00 P.M.**

The following item has been added to the specifications and made a part of **this proposal.**

1. **Questions & Answers Attached.**

Each vendor is required to acknowledge receipt of this Addendum by his signature affixed hereto and to <u>file</u> <u>same</u> <u>with</u> <u>and</u> <u>attached</u> <u>to</u> <u>this</u> <u>proposal</u>.

Melinda A. Walker
Purchasing Manager

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The undersigned acknowledges receipt of this Addendum and the proposal submitted herewith is in accordance with the information, instruction and stipulations set forth herein

_____
Date

_____
Company Name

_____
Signature of Company Representative

_____
Print Name of Company Representative

_____
Title

## Reponses to WichitaTIX RFP questions from Vendors

Section I.I.

a. Status Reporting

   i. Can the vendor host these meetings via video conference?

   Yes, Video or conference call is acceptable.

b. Warranty

   i. Can a vendor apply if they are NOT a hardware provider.

   Yes.

2. Section II.F.

   a. Please describe "Development of an interface to our financial software (Performance series)." Does that mean live integration or custom reporting?

   Optional. The City of Wichita is currently searching for a new accounting software. Currently we use custom reporting for reconciliation. However; we would like to keep this option open once a new accounting software has been selected.

   b. Please clarify if WichitaTIX will manage the exporting of data OR if the vendor will be required to both export from the legacy systems and import to the selected system.

   This will be a vendor responsibility.

3. Section III. B.

   a. Please confirm no other payment Gateway is a possibility. We do not believe so but are verifying with Finance

   b. Please define the use case for "issuing vouchers." Vouchers could be used for concessions or parking or merchandise.

   c. Please define "Bank Transfers." Is this by ACH or wire? Please define the use case.

   The ability to accept custom payments ie. Wire, paypal, etc. However; the City of Wichita will not initiate a wire or ACH payment to a vendor from the ticketing system.

4. Section III. D.

   a. Please define "rollover season to season for season ticket sales."

   We should have the ability to reorder season tickets into the new or next season without it being a manual process.

   b. Please define requirements for class registration.

   CitiArts offers classes in a variety of topics that have limited # of seats. We would like to be able to have participants register online for these classes.

   c. Please define requirements for Conference registration.

   We would like to offer clients the ability to have attendees register for conferences held at the facility.

   d. Please define requirements for Parking.

   We would like to be able to offer clients the ability to purchase out some of the parking lots that surround the facility. Also we would like to be able to upsell parking spaces to patrons.

   e. Please define requirements for concessions.

   We would like to be able upsell concessions as part of the ticket purchasing experience.

Section III. H.

   f. Please define your use case for RFID.

   RFID is a future hope. We realize that this is something that only a few systems offer. However; we would like to be open to all future technologies and the ability to grow with them.

5. Section V.C.

   a. Please confirm if vendor does not provide financial statements to the City of Wichita, will the submission be considered incomplete?

Yes, but there are qualifications possible. Any publicly traded company will have professionally audited financial statements which should be provided. Smaller entities should have a minimum of a recent annual Balance sheet and Income statement, as would be required for even a small bank loan. This information can remain confidential, as there is an express open records exception protecting them from disclosure. The City would review, consult, and then destroy the records if so requested.

b. Please confirm if the vendor is not physically installing any hardware at the site, does the Liability Insurance requirement still stand?

Yes, we require liability insurance even from entities that are solely commodity vendors. However, the level and scope of coverage required can be adjusted if warranted. This is an issue that can be resolved during final contract negotiations with the selected proposer.

1. What are the total number of unique users (i.e. WitchitaTix staff)? 55 unique users

2. What are the number of total records both in quantity and in type that would be exported from your current system? 103,000 in CRM. 30,000 of those are online accounts.

3. What specific fundraising functionality, if any is desired by WitchitaTix?

4. Please define any season ticket programs currently in use and their requirements. Please include the number of season ticket buyers. We have 2 clients who we complete their season ticketing process from reseating, upgrades, new subscribers and single ticket sales. We are planning to add approximately of 3 more. Currently we have about 3000 season subscribers.

We need to have the ability to complete the following:

Renew online

Add a show

Exchange a show

Purchase season tickets as a new subscriber online

Transfer tickets

Pro-rate season tickets

Pick your season tickets

5. How large are the reserved seating venues? How many unique venue configurations?
   a. Concert Hall - capacity 2195
   b. Mary Jane Teall Theater - capacity 652
   c. Bob Brown Expo Hall - 93,000 sq. ft. of exhibit space, with adjoining 8,000 sq. ft. lobby
   d. Exhibition Hall - 45,000 sq. ft. of exhibit space and an additional 17,500 sq. ft. on the mezzanine
   e. Convention Hall - flexible space with retractable tiered seating for 4751 people or 32,000 sq. ft. of exhibit space which can open via a retractable wall to the adjacent Exhibition Hall

We could have numerous configurations based on the event needs. Our General Admission/Trade shows can easily sell 10000 tickets per day.

6. Please provide the marketing requirements. Does WitchitaTix manage marketing for each venue?

The marketing department would like the ability to have ad-tracking, campaign pop-ups, up sales and ability to track promo and pre-sale codes.

7. What is the total the number of emails on the current email list? How many emails are sent per year to that list?

30,000 patrons have signed up to receive emails.

50-60 emails are sent from all organizations per year. Consisting of Eblasts, Monthly newsletter and Special offers

## I. Rules for Preparation
### A. Introduction
"…fully integrated ticketing software specifically designed for government agencies"

Q: Our software is used by some government-owned venues, but it was specifically designed for all non-profit performing and cultural arts institutions, not just for government agencies. What are some specific examples of features that you expect that are exclusive to government agencies?

We are a unique set up that we are a government entity, who is working with a variety of non-profit performing and cultural arts institutions with for profit organizations who rent the facility. We are looking for a vendor who can recognize the uniqueness of the setup and work within the parameters that are set by the City of Wichita.

### B. Request for Clarifications
"…Questions must be submitted in writing and be received prior to 5:00 pm Central Time (CT), Friday, May 6, 2016"

"…The City of Wichita will not respond to any questions/requests for clarification that require addenda, if received by the City of Wichita after 5:00 pm Central Time (CT) Thursday May 12, 2016."

Q: Is the deadline for questions May 6th or May 12th?

The deadline for final questions is Thursday May 12th.

### E. Submission of Proposals

"Vendors are to submit ten copies and one original copy of proposal marked "Original" and ten marked "Copy". Each original and copy must be individually bound. An electronic copy of the proposal may also be submitted to hlang@wichita.gov."

Q: Is the electronic version an alternate submission method, or is it in addition to the hard copy submission?

An electronic copy would be in addition to the 10 hard copies of the response.

### I. Other Obligations
"Status Reporting - The selected vendor will be required to attend, weekly on-site status meetings and submit status reports covering such items as progress of work being performed, milestones attained, resources expended, problems encountered and corrective action taken, until final system acceptance. Status reports are to be in Gantt chart format."

Q: We will have weekly status meetings but not on-site, and our reports will not be in Gantt chart format. Does that exclude us from consideration?

We will accept a video or conference call for weekly status meetings.

J. Evaluation

Demonstration

"Selected qualified proposers may be invited to provide product demonstrations to the selection committee. All proposer representative(s) attending the demonstration shall be technically qualified to respond to questions related to the proposed solution. The City may require the selected proposers to set up a representative system at the City or a nearby facility for the purpose of hands-on evaluation of the proposed solution for a period of time."

Q:  Representative systems are not offered; will that exclude us from consideration?

Could this question be clarified? Does the vendor not have a system to demonstrate?

### K.      RFP Evaluation Factors Scoring

| Hardware Design/System Architecture | System is web-based |
|---|---|

Q:  Does 'web-based' mean that the system must have a <u>browser</u>-based interface (hosted either locally or remotely by the vendor), or does it mean that it can be a software application that is remotely hosted by the vendor and can be accessed via an internet connection using a browser (but is not natively browser-based)?

Remotely hosted with a 100% Browser based interface.

### I.      **Background and System Overview**

Division Sites and Tenants
"The facility is also home to four non-profit performing arts organizations which WichitaTIX provides a varied level of ticketing services to."

Q:  Will these groups be part of the system review/analysis process?  Is there any chance that one or more of them would consider dropping their current solution to join on the new Century II system?

Yes our tenants are part of the selection process and will consider joining the new system.

"In addition to Century II Performing Arts & Convention Center, the City of Wichita Division of Arts & Cultural Services also manages three other sites; CityArts, Old Cowtown Museum & the Mid-America All-Indian Center. Currently each site has implemented the existing ticketing (and/or point of sale) software and should therefore be taken into consideration when submitting proposals."

Q:  Does "taken into consideration" mean that each Division Site would also be utilizing the newly chosen solution?

If the new solution meets the needs of the other sites; CityArts, Old Cowtown Museum & the Mid-America All- Indian Center they will consider joining the new system.

### G.  Sales Volume

 "Additionally, the ticketing software will need to be able to accommodate for additional uses including but not limited to donation tracking and memberships, gift cards and merchandise."

Q:  Does the system need to have a full-fledged Gift Shop module, or just the basic ability to sell merchandise?  How many different items of merchandise need to be sold?

Ability to sell merchandise as needed.

## I. Criteria Evaluation

Online/Internet

"Ability to brand site to WichitaTIX format and logo"

"Ability to link and brand site with logo's from tenants"

Q:  Does each site and each tenant need their own uniquely branded online transaction path, or will a single path (which can either be branded just for WichitaTix or jointly branded with all sites/tenants logos) suffice, knowing that there is a separate charge for each separately branded path?

The primary branding of the site will be WichitaTIX with the ability to have multiple logos for our tenants and clients. If the tenant or client wishes to have some pages specifically branded we would be open to the option and discuss costs involved.

## II. Functional Specifications of the Proposed Ticketing Software

Required Functional Specifications

"The City is looking for fully functioning web-based ticketing software…"

Q:  See previous question for clarification on the definition of 'web-based ticketing software'.  Does this mean you desire a software application hosted by the vendor which can be accessed via the internet?

Yes

 B.  Value Added Service and Options of the Ticketing Software

  "Desired:  Application Hosting/ASP (Application Service Provider)"

Q:  Does this mean that you prefer to have the vendor handle the hosting?

Yes

C.  Minimum Performance Standards of the Ticketing Software

  "System response time - 2 seconds or less, 98% of the time, no operations to exceed 3 seconds"

Q:  Does this include reports as well?  If so, and this cannot be met, will that exclude us from consideration?

No, it would be understandable that reports pulling in large amounts of data would take considerably longer time period to process the data and build the report

 D.  Minimum Qualifications

"Payments: The proposed solution must support Visa, MasterCard and electronic check (ACH) payments with the ability to accept other methods of payment (i.e. American Express and Discover)"

Q:  If we do not meet the ACH requirement will that exclude us from consideration?

We are interested in the system's ability to accept forms of payment such as electronic check, PayPal, apple pay for example.

 V.     Costs

 A. Introduction

  "Proposer's price must be fixed, based on City's requirements and include all costs for the proposed system. All costs must be provided using the following cost tables which must be filled out completely."

Q:  If some elements of our pricing formula simply do not match up with your tables, will you consider alternative pricing formats, or will that exclude us from consideration?

Please provide us with your pricing format for review and consideration.

1. To clarify, should the final Request for Proposal submission be delivered as hard copies and not as the optional electronic format alluded to on page 8, section E? Because on page 6, in one of the last paragraphs of section A, it also mentions what format to submit it. "This RFP is being provided electronically in Microsoft Word 2010 format to facilitate the evaluation of the proposals. Therefore, all responses must be reflected only to the copy provided and may not be submitted in any other form (e.g., Portable Document Format (PDF), Rich Text Format (RTF), etc.). Only additional vendor or proposer digital attachments, clearly referenced, may be attached in other formats as necessary."
   An electronic copy would be in addition to the 10 hard copies of the response.

2. On page 5, section A named "Introduction", you mention "Vendors are to purpose a fixed cost solution based upon the City's requirements." And again on page 9, section I, it mentions "fixed price solution" under the bullet named, "Costs". However on pages 28-29 in section G named "Fees", the per ticket price and location fee chart (which we are to fill out) contradict the "fixed cost" solution. The last bullet in that same section, G, further explains itemizing the fee chart as well as, "Other system costs, such as credit card fees, not covered by the per ticket service fee". Please clarify the intentions of this chart and fees section if only a "fixed" cost solution is acceptable.
   The proposed solution should have a fixed cost for the length of the negotiated contract however; we understand that items such as credit card fees may be based on the amount actual usage.

3. Are you, Hannah, taking lead on this RFP process or should we submit questions to all three contacts listed - Jacqueline, Laura, and yourself?
   Jacqueline is the lead on the project with assistance from Laura and Hannah. Please feel free to submit questions to all 3 of us. Due to some upcoming vacation schedules, we are working to make sure all questions are answered in a timely fashion.

4. On page 11, Section 4 named, "Functional and Technical Requirements" the second bullet down talks to the "level of integration between modules". Please describe what the "integration" it is referring to. For example, internal flow between the modules within the ticketing system or the level of integration between the ticketing system and the financial system mentioned throughout or something else not named.
   Awaiting follow up from IT

5. On page 11, section 6 named, "Implementation and System Administration" it talks about "the City's implementation deadline" – is that timeline determined and does the City on a tight timeline?
   The timeline will be determined once a system has been selected. We would prefer implementation to be completed within 6-12 months of selection. The final timeline will be based on business levels.

6. Page 25, section C named "CRM" in the fourth bullet down it says, "System adherence with the United States and International Postal Services addressing and zip codes." Please clarify "system adherence" and intent.
   WichitaTIX processes and mails out ticket orders from web and phone sales. We wish to ensure that we correctly address mail items and adhere to the proper address standards reduce or elimination the rate of undeliverable mail. When entering in the zip code for an order the system should return the accurate city and state abbreviation.

7. Also on page 25, section D you mention "prorate season tickets or packages. Can you please give an example circumstance for both?

The system should have the ability to prorate a season ticket package as events occur without having to build and manage multiple season ticket packages. ie. Full season is 4 shows, 3 show package, 2 show package

8. Page 29, section G named "Fundraising" it asks about "multiple merchant accounts". Please clarify if the intent is to have multiple GL Codes for tracking money ie. ticket event/show GL code and another GL code for each/all donations/funds? Or, are you referring to needing multiple merchant providers (banks) and processing them all in one system?
The ability to track where the funds/donations are to go as we are dealing with multiple tenants who all accept donations.

9. Page 31, section J named "Reporting" the sixth from last bullet says "Subscribers by Organization". Please clarify/give examples of what "organization" means to the City.
Within the Century II facility we have 4 tenants who have their own season ticket and donor base. We would like to have the ability to designate these season ticket holders and donors to each tenant or organization.

10. Also on page 31 in that same reporting section the last two bullets ask "Event setup verification" and "Event fee setup verification". We believe this may refer to user security or alerts for users when the setup of an event or fee is incomplete. Please clarify intent and explain why it is located in the report section of the RFP.
In order to maintain checks and balances in the event build process; the event is built by one person and review by someone else. A report along with warnings alerting the event builder and the checker that there items either missing or setup incorrectly is vital.

- Are you looking for a specific length of ticketing contract or fielding best offers?
We are fielding best offers

- Please define "fixed price solution" on page 9.
We are looking for the ability to secure a set price for the duration of the contract; with the ability extend the contract based on system satisfaction.

- Page 10. Are you expecting a contract for review during RFP response submission? Typically this occurs once a vendor is selected so curious if we're reading that correctly?
The reading is correct. We expect each proposer to provide a standard template contract for review. We understand that this will not be the final form of contract, and indeed we will likely require some changes. However, if a provision jumps out in this initial, cursory review that is significantly at odds with City expectations, and the proposer shows no flexibility on the issue, the proposer's requirement can serve as the basis to exclude the proposer from further consideration.

- Page 14. Prior Use. We'd love to get further clarification on this bullet point.
The prior use section has limited utility for a computer system package solicitation. This provision is standard language for construction and some services contracts. It likely would be applicable here only if there were separate hardware or ancillary equipment supplied, or discrete software modules or functionalities that could be utilized prior to final acceptance of the entire system.

- Further information regarding donations comment on page 18 under Sales Volume: "Additionally, the ticketing software will need to be able to accommodate for additional uses including but not limited to donation tracking and memberships ..." Which organizations may be using donation functionality?
The tenants of Century II, along with our client Theater League accept donations.

- Page 21. Development of an interface to our financial software (Performance Series) is required. Can you describe the current financial software and what type of interface you are hoping to have?

Optional. The City of Wichita is currently searching for a new accounting software. Currently we use custom reporting for reconciliation. However; we would like to keep this option open once a new accounting software has been selected.

- Facilities listed on page 15 = a total of 36 windows.  All need ticket printers?
  No. We do not use all windows at all times. We move equipment as needed to designated box office for the specific event. However; we do maintain an office for daily sales and managers.

- What does "Additional Ticket Office" mean?
  The additional ticket office is a located between the Convention Hall and Exhibition Hall. This location is seldom used however is it available if needed.

- How many ticket printers (if any) are needed for CityArts, Old Cowtown Museum and the Mid-America All-Indian Center?
  Currently none. They use receipt printers.

- How many ticket printers (if any) are needed by Tenants listed on page 16?  (Music Theatre for Young People, Wichita Symphony Orchestra, Wichita Grand Opera and Music Theatre Wichita?
  2-4 printers per tenants based on current setup.

- Number of entry points for each venue is listed under Facility Information on page 16.  Is a single scanner or multiple scanners needed for each entry point?  How many total scanners needed and can they be shared between venues?  If they will be scanning tickets, how many additional entry points are there for the Division sites?
  Currently we have 24 scanners and yes these can be shared between venues with a venue profile to direct patrons accordingly.

- Will Century II provide the wireless network needed for handheld scanners?
  Yes, we currently have a dedicated wireless network in use for the scanners.

- Will the client be able to provide all network infrastructure required to connect all ticketing and administration locations back to the client's centralized data center with regards to ticketing systems and wireless scanning?
  Awaiting follow up from IT

- Within the RFP, there are two statements regarding data sharing with finance software.  Under F. Goals and Objectives on page 17, it is stated as "integration" and on page 23 under B. Accounting and Auditing it is stated as a "nightly export".   What is the requirement?
  The City of Wichita is currently searching for a new accounting software. Currently we use custom reporting for reconciliation. However; we would like to keep this option open once a new accounting software has been selected.

## Sales Volume Charts *(pages 19-20):*

- How many of the 155k tickets sold in 2015 for events at the Century II are sold in a season subscription or other "flex" package? Approximately 15% are season subscription tickets.
- Group tickets? Group tickets are less than 5% of tickets sold
- Extra tickets sold to subscribers? Approximately 20% of assigned seating events are sold to subscribers.
- Members?
- Are there "timed" daily admissions for the Cowtown Museum?
  No. Cowtown is a daily admission. It is not timed throughout the day.
- Are the sales reflected by the Tenant Attendance numbers on page 20 reflected in the 155k tickets sold for 2015?  Or are those additional sales made by the Tenant companies?
  Those sales are additional to the 155k tickets and listed in H. Tenant Attendance Reported on page 20

**Marketing** *(page 27):*

- How many emails would be sent through bulk email systems annually?  How many different organizations?
  50-60 emails are sent from all organizations per year. Consisting of Eblasts, Monthly newsletter and Special offers

Page 9. Costs. Please explain in detail what is meant by a fixed cost solution. For example, if a company does not require fixed costs for services but incrementally prices services from service fees derived through remote sales, will that disqualify a potential bid? Or does this mean fixed cost(s) to a patron?

We are looking for the ability to secure a set price for the duration of the contract; with the ability extend the contract based on system satisfaction.

Page 13. Confidential and Trade Secret information and materials. Reference is made to Kansas Statute Chapter 60-3320-3330. Those paragraphs read as follows:

"Confidentiality" is neither defined nor referenced here. To be specific; on page 46 the request is made for audited financial statements with balance sheet and P &L with all supplemental notes. As a private company, we do not openly provide this information in public documents. It does not appear that this data would be treated as a "Trade Secret" and therefore, is potentially subject to distribution among competitors and the public, at large. Please comment on your position relative to how this information might be shared, if provided.

The requester is correct in its assumption that financial data is not a Trade Secret under Kansas Statute.  That data would not be a formula, pattern, compilation, program, device, method, technique, or process with independent economic value (the statutory criteria).

The City of Wichita has the duty to assure itself that proposers are financially responsible as well as technologically responsive.

The responsive financial data can be submitted under separate cover directly to the City's Project Manager, who will retain control of the documents.  Viewing of those documents would be restricted to the Project Manage, and the selection committee representatives from the Finance and Law departments. After such viewing, the original documents can be destroyed or returned, as directed.

Page 19. Please provide sales by channel (online, box office, telephone, outlets) for each sales history listed.

See table below. Please be aware that Box Office and Phone sales are together. We do not have outlets.

| Year | Total | Internet | Box Office & Phone |
|------|-------|----------|--------------------|
| 2015 | 155001 | 22375 | 132626 |
| 2014 | 149167 | 27961 | 121206 |
| 2013 | 148118 | 25716 | 122402 |
| 2012 | 206378 | 49645 | 156733 |
| 2011 | 129089 | 15845 | 113244 |

In the format of four sections (Checklist and Vender Services, Vendor General Information, Proposal/Contract Information and Proposed Statement of Work), what should be the content of Proposed Statement of Work? Is it the response to section III. Criteria Evaluation or section IV. Functional Specifications of the Proposed Ticketing Software? If not, where should the responses to those 2 subsections go?

The responses to III. Criteria Evaluation or section IV. Functional Specifications can be separate from the Proposed Statement of Work.